

Li Chen

Samuel Curtis Johnson Graduate School of Management
SC Johnson College of Business
Cornell University
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PROFESSIONAL EXPERIENCE

Academic Positions

Cornell SC Johnson College of Business, Cornell University
Area Chair for Operations, Technology, and Information Management 07-2022 – Present
Samuel Curtis Johnson Graduate School of Management
Emerson Professor of Manufacturing Management 11/2023 – Present
Professor 07/2021 – Present
Interim Director of Graduate Studies in Management 07/2022 – 12/2022
Breazzano Family Term Professor of Management 07/2019 – 06/2024
Associate Professor 07/2015 – 06/2021

Faculty Fellow, FinTech at Cornell 01/2022 – Present
Faculty Fellow, Cornell Institute of Healthy Futures 04/2016 – Present

The Fuqua School of Business, Duke University
Associate Professor 07/2012 – 06/2015
Assistant Professor 07/2008 – 06/2012

Haas School of Business, University of California
Visiting Scholar 11/2018 – 12/2018
Operations Research, Cornell Tech
Visiting Scholar 09/2018 – 11/2018
Graduate School of Business, Stanford University
Visiting Scholar 05/2015 – 08/2015

Industry Positions

TrueDemand Software, Los Gatos, CA
Cofounder and Lead Scientist 09/2004 – 03/2008
Walmart.com, Brisbane, CA
Supply Chain Consultant 06/2004 – 09/2004
IBM Almaden Research Center, San Jose, CA
Research Intern 09/2003 – 12/2003
IBM Watson Research Center, Yorktown Heights, NY
Research Intern 06/2003 – 09/2003
Rockwell Semiconductor (Conexant) Systems, Newport Beach, CA
Systems Engineer 04/1998 – 08/1999

EDUCATION

Ph.D. Management Science and Engineering, Stanford University, June 2005
M.S. Electrical Engineering, University of California, Santa Barbara, December 1996
B.S. Engineering, Shanghai Jiao Tong University, July 1993

AWARDS AND HONORS

Cornell-Tsinghua Finance MBA Best Teaching Award 2022, 2023
Johnson School Faculty Research Award 2022
Clifford H. Whitcomb Faculty Fellow 2016
Johnson School Teaching Honor Roll 2015-16, 2016-17, 2022-23
Third Place (2016), Second Place (2014), Third Place (2009), Best Paper Competition at CSAMSE
Meritorious Service Award, Manufacturing & Service Operations Management 2010, 2015, 2017
Meritorious Service Award, Management Science 2013
Honorable Mention Award, M&SOM Student Paper Competition 2003
Stanford School of Engineering Fellowship 1999

JOURNAL PUBLICATIONS

1. Chen, L., S. Mankad. 2024. A structural topic sentiment and discourse model for text analysis. *Management Science*. Accepted.
2. Yan, X, L. Chen, X. Ding. 2024. Optimal cash management with payables finance. *Operations Research*. Accepted.
3. Chen, L., A.M. Davis, D. Kim. 2024. Predicting mean and variance in inventory order decisions. *Decision Sciences*. Forthcoming.
4. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh strategies with ultra-agile supply chains. *Management and Business Review*. Forthcoming.
5. Chen, L., H.L. Lee, C.S. Tang. 2022. Supply chain fairness. *Production and Operations Management*. 31(12) 4304-4318.
6. Bae, J., L. Chen, S. Yao. 2022. Service capacity and price promotion wars. *Management Science*. 68(12) 8557-8772.
7. Chen, L., Y. Papanastasiou. 2021. Seeding the herd: Pricing and welfare effects of social learning manipulation. *Management Science*. 67(11) 6734-6750.
8. Chen, L., S.-H. Kim, H.L. Lee. 2021. Vehicle maintenance contracting in developing economies: The role of social enterprise. *Manufacturing & Service Operations Management*. 23(6) 1651-1668.
9. Chen, L., Y. Cui, H.L. Lee. 2021. Retailing with 3D Printing. *Production and Operations Management*. 30(7) 1986-2007.
10. Chen, L. 2021. Fixing phantom stockouts: Optimal data-driven shelf inspection policies. *Production and Operations Management*. 30(3) 689-702.
11. Chen, L., S. Yao, K. Zhu. 2020. Responsible sourcing under supplier-auditor collusion. *Manufacturing & Service Operations Management*. 22(6) 1234-1250.
12. Chen, L., C. Wu. 2019. Open-loop policies in Bayesian dynamic pricing: Some counter-intuitive observations and insights. *Operations Research Letters*. 47(5) 331-338.
13. Chen, L., H.L. Lee. 2017. Sourcing under supplier responsibility risk: The effects of certification, audit, and contingency payment. *Management Science*. 63(9) 2795-2812.
14. Chen, L., J-S. Song, Y. Zhang. 2017. Serial inventory systems with Markov-modulated demand: Derivative bounds, asymptotic analysis, and insights. *Operations Research*. 65(5) 1231-1249.

- An earlier version won the third place in the best paper competition at CSAMSE 2016.
- 15. Chen, L., A. Mersereau, Z. Wang. 2017. Optimal merchandise testing with limited inventory. *Operations Research*. 65(4) 968-991.
- 16. Chen, L., B. Hu. 2017. Is reshoring better than offshoring? The effect of offshore supply dependence. *Manufacturing & Service Operations Management*. 19(2) 166-184.
 - Featured article of the journal issue.
 - Editor’s picks in INFORMS ICYMI newsletter July 2017.
- 17. Chen, L., S. Yucel, K. Zhu. 2017. Inventory management in a closed-loop supply chain with advance demand information. *Operations Research Letters*. 45(2) 175-180.
- 18. Chen, L., W. Luo, K. Shang. 2017. Measuring the bullwhip effect: Discrepancy and alignment between information and material flows. *Manufacturing & Service Operations Management*. 19(1) 36-51.
 - An earlier version won the second place in the best paper competition at CSAMSE 2014.
- 19. Chen, L., G. Kok, J. Tong. 2013. The effect of payment schemes on inventory decisions: The role of mental accounting. *Management Science*. 59(2) 436-451.
- 20. Chen, L., H.L. Lee. 2012. Bullwhip effect measurement and its implications. *Operations Research*. 60(4) 771-784.
 - An earlier version won the third place in the best paper competition at OCSAMSE 2009.
- 21. Chen, L. 2010. Bounds and heuristics for optimal Bayesian inventory control with unobserved lost sales. *Operations Research*. 58(2) 396-413.
- 22. Chen, L., H.L. Lee. 2009. Information sharing and order variability control under a generalized demand model. *Management Science*. 55(5) 781-797.
- 23. Chen, L., E. Plambeck. 2008. Dynamic inventory management with learning about the demand distribution and substitution probability. *Manufacturing & Service Operations Management*. 10(2) 236-256.
 - An earlier version won honorable mention in M&SOM student paper competition 2003.

BOOK CHAPTERS

- 24. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh fashion and sustainability. *Responsible and Sustainable Operations: The New Frontier*. Ed. C.S. Lee. Springer, New York.
- 25. Chen, L., H.L. Lee, C.S. Tang. 2022. Fair price, fair trade, and fair pay in supply chains. *Creating Values with Operations and Analytics*. Ed. H. Lee, R. Ernst, A. Huchzermeier, and S. Cui. Springer, New York.
- 26. Chen, L., H.L. Lee. 2021. Supply chain compliance. *Cambridge Handbook of Compliance*. Ed. D. Daniel Sokol and Benjamin van Rooij. Cambridge University Press, Cambridge.
- 27. Chen, L., Y. Cui, H.L. Lee. 2019. On-demand customization and channel strategies. *Channel Strategies and Marketing Mix in a Connected World*. Ed. Saibal Ray and Shuya Yin. Springer, New York.
- 28. Chen, L., H.L. Lee. 2017. Modeling and measuring the bullwhip effect. *Handbook of Information Exchange in Supply Chain Management*. Ed. Albert Y. Ha and Chris S. Tang. Springer, New York.
 - Lead chapter of the book.

29. Chen, L., A.J. Mersereau. 2015. Analytics for operational visibility in the retail store: The cases of censored demand and inventory record inaccuracy. *Retail Supply Chain Management: Quantitative Models and Empirical Studies*. 2nd edition. Ed. Narendar Agrawal and Stephen A. Smith. Springer, New York.

WORKING PAPERS

1. Liu, X., L. Luo, L. Chen, T. Choi. 2024. Recover to discover the new normal: A case study of supply chain restoration after a complete shutdown. Major Revision with *Journal of Supply Chain Management*.
2. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh fashion: Creating demand with freshness and agility. Reject and Resubmit with *Management Science*.
3. Chen, L. Y. Cui, J. Liu, X. Liu. 2024. Bonus competition in the gig economy. Major Revision with *Production and Operations Management*.
4. Chen, L., Z. Lian, S. Yao. 2024. Consumer status signaling, wealth inequality and nondeceptive counterfeits. Under review with *Production and Operations Management*.
5. Chen, L., J. Li. 2024. A variational inference method for Bayesian dynamic control. In preparation for submission.
6. Chen, L., J. Li, C. Wu. 2024. Bayesian dynamic pricing with unknown customer willingness-to-pay and limited inventory. In preparation for submission.

OTHER PUBLICATIONS

1. Ramachandran, B., L. Chen. 2012. Method for managing and controlling stability in business activity monitoring and management systems. *US Patent* 8126762.
2. Chen, L., E. and Plambeck. 2004. Dynamic Bayesian quantity control when some customers will accept a substitute. *Manufacturing & Service Operations Management*. 6(1) 103-106.
 - Extended abstract for finalist in M&SOM student paper competition 2003.
3. Chen, L., K.T. Chu. 2003. Method and apparatus for quick startup in a half-duplex modem system. *US Patent* 6560321.
4. Chen, L., F. Aminian, K.T. Chu. 2002. System and method of validating equalizer training. *US Patent* 6445734.
5. Chen, L., R. Smith., G. Dullerud. 1998. A linear perturbation model for a nonlinear system linearized at an equilibrium neighborhood. *Proceedings of 37th IEEE Conference on Decision and Control*.
6. Chen, L., R. Smith. 1998. Closed-loop model validation: An application to an unstable experimental system. *Proceedings of American Control Conference, June 1998*.
7. Chen, L., R. Smith. 1997. Closed-loop model validation for an inverted pendulum experiment via a linear matrix inequality approach. *Proceedings of 36th IEEE Conference on Decision and Control*.

TEACHING CASES

1. AB InBev 2020. Cornell Johnson case.
2. Cocaine Supply Chain: Interdiction and Destabilization Strategies 2012. Duke Fuqua case.
3. Kaibo Engineering Group Corporation: Project Procurement in Libya 2010. Duke Fuqua case.

COURSES TAUGHT

Supply Chain Strategy (MBA half-semester elective)
Managing Operations (FMBA core course)
Strategic Operations Immersion Practicum (MBA full-semester immersion)
Supply Chain Strategy (EMBA elective)
Supply Chain Analytics (MSBA half-semester elective)
Supply Chain Analytics (MBA half-semester elective)
Supply Chain Management (MBA full-semester elective)
Managerial Spreadsheet Modeling (MBA half-semester elective)
Operations Management (MPS half-semester elective)

Foundations of OM I: Demand Forecasting and Inventory Theory (PhD course)
Data Analytics in OM (PhD course)

DISSERTATION COMMITTEES

Committee Chair

Current Xiangyin Chen (Cornell, PhD)
2024 Xiaoyue Yan (Cornell, PhD), Lundquist College of Business, University of Oregon
2022 Zhen Lian (Cornell, PhD), Yale School of Management, Yale University
2020 Junhyun Bae (Cornell, PhD), The College at Brockport, SUNY; Oakland University
Shivank Goel (Cornell, MS), Amazon, Seattle, WA
2019 Chengyu Wu (Duke, PhD), T-Mobile, Seattle, WA

Committee Member

Current Rakesh Allu (Cornell)
Yuan Cheng (Cornell, PhD)
Anugna Gondi (Cornell, PhD)
2023 Wee Kiat Lee (Cornell, PhD)
2022 Rihuan Huang (Cornell, PhD)
2020 Cong Ding (Cornell, PhD)
2015 Zhe Wang (UNC Chapel Hill, PhD)
2013 Saed Alizamir (Duke, PhD)
Yang Li (Duke, PhD)
Wei Luo (Duke, PhD)
2012 Jordan Tong (Duke, PhD)
2011 Suri Gurumurthi (Duke, PhD)

SCHOOL COMMITTEE SERVICES

2023- Cornell Johnson Faculty Policy Committee
2022- Cornell JCB Academic Planning Council
2021-23 Cornell Johnson MSBA Program Committee
2019-22 Cornell Johnson PhD Committee, OTIM Coordinator
2021-22 Cornell Johnson SBE Faculty Search Committee
Cornell Johnson OTIM Faculty Search Committee
2020-21 Cornell Johnson OTIM Faculty Search Committee (Chair)
Cornell Hotel School Faculty Reappointment Review Committee (x2)
2018-19 Cornell Johnson Faculty Reappointment Review Committee (Chair)
2017-18 Cornell Hotel School Faculty Reappointment Review Committee
Cornell Johnson Accounting Faculty Search Committee

Cornell Tech Marketing Faculty Search Committee
2016-17 Cornell Tech Marketing Faculty Search Committee
2013-15 Duke Fuqua Faculty Student Engagement Committee

JOURNAL EDITORIAL SERVICES

Production and Operations Management:

Senior Editor (2019 – Present), Guest Senior Editor (2017 – 2019)

Foundations and Trends in Technology, Information and Operations Management:

Associate Editor (2023 – Present)

Service Science:

Associate Editor (2019 – 2023)

Manufacturing & Service Operations Management:

Associate Editor (2018 – 2021), Guest Department Editor (2018 – 2020)

Management Science:

Guest Associate Editor (2020-2022)

Operations Research:

Guest Associate Editor (2010)

ACADEMIC FIELD SERVICES

Co-Chair, Cornell Johnson College of Business OTIM Symposium, 2024

Member, M&SOM Responsible Research Award Committee, 2023

Organizing Committee and Moderator, Online Doctoral Workshop on Supply Chain Analytics, 2022

Co-Chair, M&SOM Society Student Paper Competition 2010

Session Chair, INFORMS Annual Conference 2011-2014, 2017, 2019, 2023-2024

Session Chair, International Workshop on MSOR, Hefei, China 2013

Session Chair, OCSAMSE Annual Conference, Beijing, China 2010

Session Chair, POMS Annual Conference, Vancouver, Canada 2010

Invited Judge, M&SOM Society Student Paper Competition 2011-2014, 2017

Invited Judge, POM Supply Chain College Student Paper Competition 2016-2018

Invited Judge, CSAMSE Conference Best Paper Competition 2012, 2017

Invited Reviewer, M&SOM Conference 2012-2014, 2018

INVITED TALKS

2024 George Mason University, Costello College of Business (scheduled)

University of Miami, Miami Herbert Business School

Harvard University, Harvard Business School

Dow Chemical Innovation Center, Lake Jackson, TX

2023 University of Toronto, Rotman School of Management

Queen's University, Smith School of Business

University of California Berkeley, Haas School of Business

2022 University of California San Diego, Rady School of Management

2021 China Europe International Business School

Chinese University of Hong Kong, CUHK Business School

2019 Wuhan University, China, School of Economics and Management

Boston College, Carroll School of Management

University of Florida, Levin College of Law

2017 University of California, Riverside, School of Business Administration

Pennsylvania State University, Smeal College of Business

2016 University of British Columbia, Sauder School of Business
 North Carolina State University, Operations Research
 2015 University of Texas, Dallas, Jindal School of Management
 Cornell University, Johnson Graduate School of Management
 University of California, Irvine, Merage School of Business
 The Chinese University of Hong Kong, CUHK Business School
 National University of Singapore, NUS Business School
 The University of Hong Kong, School of Business
 2014 University of Wisconsin-Madison, Wisconsin School of Business
 McGill University, Desautels Faculty of Management
 2013 New York University, Stern School of Business
 The University of Texas, Austin, McCombs School of Business
 Columbia University, Columbia Business School
 Northwestern University, Kellogg School of Management
 University of Chicago, Booth School of Business
 University of Science and Technology in China, School of Management
 University of Washington, Foster School of Business
 2012 University of Southern California, Marshall School of Business
 National University of Singapore, NUS Business School
 Cornell University, Johnson Graduate School of Management
 Washington University in St. Louis, Olin Business School
 2011 Stanford University, Department of Management Science and Engineering
 Stanford University, Graduate School of Business
 2010 Shanghai Jiao Tong University, China, Antai School of Management
 University of Michigan, Ross School of Business
 University of North Carolina, Department of Statistics and Operations Research
 2009 Tsinghua University, China, School of Economics and Management
 Peking University, China, Guanghua School of Management
 2008 Nanjing University, China, Department of Management Sciences and Engineering
 Hohai University, China, School of Business
 Chinese University of Hong Kong, Department of Systems Engineering
 Duke University, Fuqua School of Business
 Dartmouth College, Tuck School of Business
 University of Pennsylvania, The Wharton School
 Washington University in St. Louis, Olin Business School
 2006 New York University, Stern School of Business
 2004 Purdue University, School of Industrial Engineering

CONFERENCE PRESENTATIONS

University of Illinois at Urbana-Champaign, Gies Supply Chain Management Conference, 2024
 Cornell Hospitality Research Summit, 2023
 SUNY at Buffalo, Asia Research Institute Roundtable, 2023
 Stanford GSB OIT and Environmental Sustainability Conference, 2023
 INFORMS Annual Conference 2003, 2005, 2007, 2009, 2011-2015, 2017, 2020-2021
 M&SOM Annual Conference 2009, 2012-2014, 2017-2018
 POMS Annual Conference 2010, 2014, 2021
 INFORMS International Conference 2016, 2018
 Supply Chain Finance and Risk Management Workshop, Washington University 2017

UNC Kenan-Flagler Junior Faculty Symposium 2013
Duke-UNC Operations Management Workshop 2012
OCSAMSE Annual Conference 2008-2010
IEEE Conference on Decision and Control 1997-1998